## Amendments to the Specification:

Please replace the paragraph beginning at line 22 on page 12 with the following amended paragraph:

Leads are delivered to users in a variety of ~~way~~ways, including by email, fax, pager, or over Web-based interfaces. The system is also configurable to export the leads into other software systems through standard application programming interfaces (APIs), such as into information management systems made by Siebel, Microsoft (Outlook), IBM (Lotus Notes), Aurum, or Vantive.

Please replace the paragraph beginning at line 15 on page 14 with the following amended paragraph:

A rule's calculation can make use of a specified lookup table to map from a value of a data field in a lead to a derived value for another data field. In other rules, the calculation ~~specified~~ specifies that a derived value is to be computed by applying numerical weights to ~~a values to~~values from a number of data fields.

Please replace the paragraph beginning at line 19 on page 14 with the following amended paragraph:

A prioritization rule assigns a numeric or categorical priority to a lead based on other attributes of the lead. Note that this prioritization may be different in different lead boxes. An assignment rule determines which next lead box the lead should be routed to, again based on the attributes associated with the lead. An attachment rule, which is also based on the particular attributes of a lead, determines what additional information should be attached to the lead prior to routing it further. For example, product specifications can be attached and delivered to a user with the lead. Note that the information attached to the lead may be provided to enable a user to better service a lead, rather than simply provide more information about the lead itself. An example of such information is documentation of a promotional program that could be used to encourage a customer to buy a product or service. Other examples include training presentations (e.g., video

presentations) to better prepare the user for selling a particular product, order forms, or rebate information. These attachments may be ~~provides~~ provided as references to documents (e.g., URLs) that the user then accesses over the Internet, rather than being provided in their entirety.